For Immediate Release

MARCH 3, 2023

**Jax returns with “Cinderella snapped”**

**Hotly anticipated follow-up to global smash single “Victoria’s Secret” available now via Atlantic Records**

**Summer tour with Big Time Rush kicks off June 22 in Fort Worth, TX**

**Nominated for ‘Best New Pop Artist’ at 2023 iHeartRadio Music Awards**

A person holding a sign

Description automatically generated

[DOWNLOAD HIGH-RES ART/IMAGES](https://press.atlanticrecords.com/jax/)

**STREAM “Cinderella Snapped”:** [LINK](https://jax.lnk.to/cinderellasnapped)

Multi-talented singer-songwriter **Jax** makes her explosive return with new single “**Cinderella** **Snapped**” – available now via **Atlantic** **Records**. Far from a fairytale, the track serves as a resilient anthem (akin to her global smash hit “**Victoria’s Secret**”) against the societal norms forced upon us.

*“I wanted to write a song from Cinderella’s perspective, if she and all the princesses rewrote their stories and burned the fairytale system down. My intention was to throw a little dose of equality into the stories I grew up with. I always wondered how it would have shaped who I was if all the princesses I looked up to had more purpose than being saved by a prince.”* – **JAX**

**Jax** had nothing short of an incredible 2022, highlighted by the meteoric rise of her RIAA-certified Gold single “**Victoria’s Secret**.” The explosive song proved an incredible viral sensation, garnering over 267 million global streams since release, her debut entry on the **Billboard Hot 100,** and peaks of #9 on Top 40 and #2 on Hot AC radio. Originally shared on TikTok as part of her viral “The Kid I Babysit” series, **Jax** wrote “**Victoria’s Secret**” as an ode to body positivity and anti-bullying. Her personal take and blunt honesty quickly resonated with her followers and beyond, sparking a movement that ultimately garnered a response from the company itself. She’s since performed the song live on **The TODAY Show, The Drew Barrymore Show, Dick Clark’s Rockin’ New Year’s Eve** andat the **2022 iHeartRadio Music Festival** in Las Vegas, in addition to joining the line-up for **iHeartRadio’s 2022 Jingle Ball** tour (including stops at **Madison Square Garden** in New York City and **The Kia Forum** in Los Angeles). 2022 also saw **Jax** take home the **iHeartRadio Music Award** for *TikTok Songwriter of the Year*, in addition to a nomination for *Best New Pop Artist* at the upcoming **2023 iHeartRadio Music Awards**.

This summer, **Jax** will hit the road in support of **Big** **Time** **Rush**’s North American ***Can’t Get Enough Tour*** – kicking off June 22nd in Fort Worth, TX and running through mid-August. For full routing, visit [jaxwritessongs.com](https://www.jaxwritessongs.com/).

“**Cinderella** **Snapped**” and “**Victoria’s Secret**” mark the latest in a catalog of fan-favorite singles from **Jax** – including her heartwarming ballad “[**Like My Father**](https://www.youtube.com/watch?v=GCWl50HQZIM)” which has amassed over 230 million streams and was crowned amongst *“the best father-daughter dance songs of all time”* by **The Knot**. Meanwhile, her nostalgia-fueled anthem “[**90s Kids**](https://www.youtube.com/watch?v=iMKcWsUjdzg)” received over 1 million weekly streams for 21 consecutive weeks, swooning single “[**To All The Boys I’ve Loved Before**](https://www.youtube.com/watch?v=rxJOQfS0W_I)” was deemed *“a viral hit”* by **Billboard**, and label-debut single “[**Ring** **Pop**](https://www.youtube.com/watch?v=zf4bBpZ7-xw)” yielded high-profile appearances on **The Ellen DeGeneres Show**, **Access** **Hollywood** & more.

Raised in New Jersey by way of New York, **Jax** got her start by performing a wide variety of genres and in bands growing up. At the age of 18, she developed cancer above her vocal cords, which returned following a couple months of remission right as she relocated to Los Angeles in pursuit of her music. Left unable to sing herself, **Jax** turned to songwriting for others and found industry success behind-the-scenes.

As her ability to perform returned, **Jax** needed to pivot yet again when the COVID-19 pandemic struck. This time she turned to TikTok, posting a hilarious response to the pop gem “**Stacy’s Mom**” from “[**Stacy’s Mom’s Perspective**](https://www.tiktok.com/@jaxwritessongs/video/6896199564504681733)” which exploded with nearly 9 million views in just a few months and follow-ups including “[**Update from Avril Lavigne & Sk8er Boi 18 years later**](https://www.tiktok.com/@jaxwritessongs/video/6902708876135730438).” She continued to go viral a dozen or more times over, having now amassed over 13.4 million followers on the platform and over 228 million “likes” to date. With a massive online audience under her belt, **Jax** began sharing her own original music in late 2020 to an overwhelmingly positive response and now over 747 million global career streams.



[DOWNLOAD HIGH-RES ART/IMAGES](https://press.atlanticrecords.com/jax/)

**CONNECT WITH JAX:**

[TikTok](https://www.tiktok.com/@jaxwritessongs?lang=en) | [YouTube](https://www.youtube.com/channel/UC60kwqBXG52dCd-_oUphnwA) | [Instagram](https://www.instagram.com/jax/?hl=en) | [Twitter](https://twitter.com/jax?lang=en) | [Facebook](https://www.facebook.com/JAXOfficialx) | [Press Assets](https://press.atlanticrecords.com/jax/)

**CONTACT:**

Ted Sullivan | [ted.sullivan@atlanticrecords.com](mailto:ted.sullivan@atlanticrecords.com)